

For the attention of your Pharmacy Health Champion / Public Health Promotional Campaign Organisers

Subject: Mandatory Public Health Campaigns 2019 important information

As part of your NHS pharmaceutical terms of service, you are mandated to participate in **at least 6 National health campaigns each year**. This year the focus is on **cancer prevention** and recognition of signs and symptoms. In order to simplify the process, we have agreed all 6 campaign topics for 2019 and have designed a Public Health Campaign Calendar to help with your plans and preparations for the forthcoming campaign. Please display the calendar in your pharmacy for reference.

The Greater Manchester Health and Social Partnership will provide a ***Greater Manchester Pharmacies Helping to Prevent Cancer*** baseboard for each community pharmacy and limited posters and resources for each campaign.

Your active participations in these campaigns can help maintain and improve your local population's physical and mental health and wellbeing, especially those living with a long-term condition. You will be expected to exhibit these materials and record your interventions. **We ask that you record your promotion data onto [PharmOutcomes](#)** as not only does it provide evidence for your terms of service adherence, but we are able to use that data to prove pharmacy's positive influence on improving the health of our community.

We ask that you build on your resources and make each campaign as worthwhile as possible. There will be Central, [Public Health England](#) and further Greater Manchester Health and Social Care Partnership Campaign resources you will also receive throughout the year. If you are a HLP Pharmacy, you will be expected to promote these also. We encourage all pharmacies to participate in the non-mandatory campaigns if feasible to do so. We understand some pharmacies have limited space for health promotion: however, posters in windows and window displays along verbal promotion and promoting relevant charities are all forms of participation.

We will provide helpful hint sheets with each campaign and further resource links prior to each campaign. We will provide e-resource links for distance selling pharmacies for electronic promotion.

The [GM Healthcare Academy](#) will be providing training sessions and webinars throughout the year and supporting each campaign.

Please send photos of your promotions and ideas and share the good work you do throughout the year and we will publish the best examples in the newsletter and within the **Health Champion Section of the GMLPC website**.

If you want any further advice please email england.gmtop@nhs.net

Pharmacy Health Campaigns 2019

Mandated Campaigns	Pharmacy Health Campaigns 2019											
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Cervical Cancer Awareness Promoting cervical screening, breast screening, self-examination and the HPV Vaccine Resources to be delivered to pharmacies w/c 14 th February 2019			Cervical Cancer Awareness 1 st – 31 st March									
Bowel Cancer Awareness Promoting screening, prevention and early signs and symptoms Resources to be delivered to pharmacies w/c 18 th March 2019				Bowel Cancer Awareness 1 st April - 30 th April								
Oral Health Awareness Promoting regular dental check-ups, prevention of oral cancer and early signs and symptoms Resources to be delivered to pharmacies w/c 29 th April 2019					Oral Health Awareness 15 th May – 15 th June							
Breast Cancer Awareness Promoting breast screening along with early signs and symptoms Resources to be delivered to pharmacies w/c 17 th June 2019							Breast Cancer Awareness 1 st July – 31 st August					
Stoptober Promoting dangers of smoking and causes of 15 cancers, help to quit Resources to be delivered to pharmacies tbc										Stoptober 1 st – 31 st October		
Men's Health Promoting healthy living, self-examination and spotting early signs and symptoms of testicular and prostate cancer. Resources to be delivered to pharmacies w/c 14 th October 2019											Men's Health 1 st – 30 th November	

Pharmacy Health Campaigns 2019 Tally Chart

You may be asked to provide evidence of your health campaign promotions carried out. Please record on PharmOutcomes/keep this chart up to date and if possible provide photographs to show your participation.

Campaign	Dates	Number of interventions	What you did to promote this campaign?	Feedback comments
Cervical Cancer Awareness Promoting cervical screening, breast screening, self-examination and the HPV Vaccine Resources to be delivered to pharmacies w/c 14 th February 2019	1 st – 31 st March 2019			
Bowel Cancer Awareness Promoting screening, prevention and early signs and symptoms Resources to be delivered to pharmacies w/c 18 th March 2019	1st April - 30th April 2019			
Oral Health Awareness Promoting regular dental check-ups, prevention of oral cancer and early signs and symptoms Resources to be delivered to pharmacies w/c 29 th April 2019	15th May – 15th June 2019			
Breast Cancer Awareness Promoting breast screening along with early signs and symptoms Resources to be delivered to pharmacies w/c 17 th June 2019	1st July – 31st August 2019			
Stoptober Promoting dangers of smoking and causes of 15 cancers, help to quit Resources to be delivered to pharmacies tbc	1st – 31st October 2019			
Men's Health Promoting healthy living, self-examination and spotting early signs and symptoms of testicular and prostate cancer. Resources to be delivered to pharmacies w/c 14 th October 2019	1st – 30th November 2019			

